

Arts Administration Minor

Minor

- MARY CARLISE, coordinator

Mission Statement

The arts administration minor at Converse University seeks to prepare students to lead and manage arts and cultural organizations. The program will assist students to develop their capacities as executives, fundraisers, planners, marketers, and financial managers in the nonprofit and for-profit arts.

Student Learning Outcomes

Evidence of basic knowledge of the visual, musical, dance and theatrical arts is indicated by the student's successful completion of exams and assignments in fine arts courses.

Skills to organize and manage a Board and the staff of an arts organization will be exhibited in the successful design of a Board and demonstration of administrative capabilities in course assignments, as well as during the internship.

Demonstration of fundraising ability will be displayed through grant writing experience and other fundraising concepts such as donor campaigns in class assignments and in the internship. Exhibition of marketing skills and community development will be evidenced in course assignments including at least one marketing campaign, and in an internship where community involvement and marketing will be practiced.

GPA Calculations for the Catalog for the Arts Administration Minor

The GPA for the Arts Administration minor is calculated using all required courses for the minor. Students must have a minimum GPA of 2.0 in the minor to graduate.

Required Courses

| Item # | Title | Credits |
|--------------------------|--|----------|
| ATA 265 | ARTS ADMINISTRATION AND ORGANIZATIONAL STRUCTURE | 3 |
| ATA 365 | ARTS LEADERSHIP AND PROGRAM DEVELOPMENT | 3 |
| ATA 465 | PROFESSIONAL INTERNSHIP IN ARTS ADMINISTRATION | 1-3 |
| Sub-Total Credits | | 9 |

Required Selection

Choose one from the following:

| Item # | Title | Credits |
|--------------------------|--------------------------------------|----------|
| ACC 211 | ACCOUNTING PRINCIPLES I | 3 |
| BAD 345 | INTEGRATED MARKETING COMMUNICATIONS | 3 |
| CRW 201 | INTRODUCTION TO PROFESSIONAL WRITING | 3 |
| Sub-Total Credits | | 3 |

Required Selections

Choose ANY three of the following courses, in diverse disciplines. One can be from the major department if a Fine Arts major.

| Item # | Title | Credits |
|---------|---|----------|
| ART 100 | ART APPRECIATION | 3-4 |
| ART 101 | STUDIO ART APPRECIATION | 3-4 |
| ART 200 | INTRODUCTION TO ART BEYOND THE WEST | 3 |
| ART 201 | INTRODUCTION TO HISTORY OF WESTERN ART I | 3 |
| ART 202 | INTRODUCTION TO HISTORY OF WESTERN ART II | 3 |
| ART 217 | ART APPRECIATION TRAVEL STUDY | 4 |
| ART 290 | SPECIAL TOPICS IN ART HISTORY | 3-4 |
| ART 317 | STUDIO ART TRAVEL PROGRAM | 3-6 |
| ART 325 | SPECIAL TOPICS IN NON WESTERN ART | 3 |
| CRW 200 | INTRODUCTION TO CREATIVE WRITING | 3 |
| DES 101 | INTERIOR DESIGN APPRECIATION | 3 |
| DES 381 | HISTORY OF INTERIORS I | 3 |
| DES 382 | HISTORY OF INTERIORS II | 3 |
| DAN 190 | DANCE: PAST AND PRESENT | 3 |
| THR 100 | INTRODUCTION TO THEATRE | 3 |
| THR 104 | INTRODUCTION TO ASIAN THEATRE | 3 |
| THR 105 | THEATRE AND DANCE STUDY-TRAVEL | 4 |
| THR 203 | SURVEY OF THEATRE HISTORY I: 500 B.C.E. TO 1660 | 3 |
| THR 204 | SURVEY OF THEATRE HISTORY II: 1660 TO PRESENT | 3 |
| THR 210 | MUSICAL THEATRE: PAST AND PRESENT | 3 |
| THR 240 | STAGE MANAGEMENT | 3 |
| MUH 110 | MUSIC APPRECIATION | 3 |
| MUH 111 | AMERICAN POPULAR MUSIC | 3 |
| MUH 112 | FILM MUSIC | 3 |
| MUH 115 | THE BEATLES | 3 |
| | MUSIC AND SOCIAL CHANGE MUH 210 SPECIAL TOPICS IN MUSIC | 3 |
| MUH 332 | DIVERSE CULTURES AND THEIR MUSIC | 3 |
| | Sub-Total Credits | 9 |
| | Total Credits | 21 |